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NEWSPAPER

# Advertising Age

November 20, 1989

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# Eastern Europe beckons

**An Advertising Age roundup**

Western marketers, agencies and the media are lining up for a historic gold rush into East European markets now that the Iron Curtain is parting.

The immediate focus is on East Germany, whose consumers began a momentous shopping spree in West Berlin 10 days ago. But Berlin is just the beginning.

At an International Advertising Association conference in London last week and in separate interviews with *Advertising Age*, admen were focusing their sights on the Eastern bloc's emerging consumer market.

Colgate-Palmolive Co., which exports many products to Eastern European countries, including toothpaste and bar soap, is said to be thinking about setting up operations in Hungary, the Soviet Union and Poland, either through acquiring existing companies or start-ups.

During the opening of the Hungarian chapter of the IAA in September, Hungary's Deputy Prime Minister Peter Medgyessy told Colgate executive Clay Timon that "1992 is a train leaving the station, and Hungary wants to make it onto the last car."

Mr. Timon, New York-based VP-worldwide advertising, was a featured speaker at the IAA conference.

General Electric Co. last week became the first Western investor in Hungary since World War II with its purchase of light bulb manufacturer Tungsram, one of the country's largest companies.

Colgate archrival Procter & Gamble Co. is currently negotiating a joint venture to manufacture and distribute products in the Soviet Union.

P&G exports Crest and Blend-a-med toothpastes, Camay bar soap and Alo detergent to the Soviet Union and is eager to distribute other detergents, soaps and personal-care items to

*(Continued on Page 45)*

**Eastern Europe at a glance**

**Total population**
(in millions)
**136.9**

**Gross domestic product**
($ billions)
**367.6**

**Passenger cars**
(in thousands)
**14,963**

**Televisions**
(in thousands)
**34,686**

Figures include information for Yugoslavia, Bulgaria, Czechoslovakia, East Germany, Hungary, Poland and Romania. All figures are for 1987, except for televisions, which is for 1988. Source: Business International.

Patrick Piel/Gamma Liaison

An East German family browses among the stores of West Berlin.

# Mighty minis roll into fray

**By Raymond Serafin**

There's nothing mini about the marketing war shaping up over minivans.

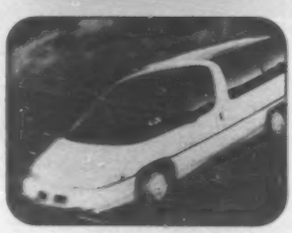
Ford Motor Co.'s Ford Division will break a campaign in late December for a new all-wheel-drive version of its Aerostar. That will follow this month's advertising launch of two new minivans, the Lumina APV and Silhouette, from General Motors Corp.'s Chevrolet and Oldsmobile divisions, respectively.

Early next year, GM's Pontiac division will start touting the new Trans Sport, with its first TV commercial likely to run on the Super Bowl broadcast.

The domestic automakers, which now dominate the segment, won't be fighting among themselves either.

Mazda Motor of America is making a dent in the minivan business with its stylish MPV, and Toyota Motor Sales USA is

*(Continued on Page 44)*



**Pontiac will push performance in a spot for its Trans Sport.**

# PepsiCo serves up triple threat to McDonald's

**By Scott Hume and Jennifer Lawrence**

PepsiCo is about to introduce the restaurant industry to the 21st century—and step up the challenge to McDonald's Corp.

The world's largest restaurant operator next month will open a free standing unit with all three of its chains—Kentucky Fried Chicken, Pizza Hut and Taco Bell—under one roof.

The test unit, opening in the affluent Kansas City suburb of Overland Park, Kan., could provide efficiencies that deal with problems the $65 billion fast-food industry will face in the future. These include chronic shortages of labor and real estate sites.

More immediately, however, the three-in-one combination gives PepsiCo immediate marketing advantages by tripling the menu choices available to fast-food consumers, whose demand for variety

*(Continued on Page 46)*

## LAST MINUTE NEWS

### States win airline ad fight

NEW YORK—The states last week scored their first court victory in airline ad regulation. U.S. District Judge Robert W. Sweet ruled the state of New York isn't pre-empted from regulating airline ads and that the National Association of Attorneys General air travel guidelines can be enforced through state law. He dismissed most of Pan American World Airways and Trans World Airlines' claims. Judge Sweet also remanded to state court New York's actions against Pan Am and TWA. At press time, airline attorneys hadn't determined a course of action. The 5th U.S. Circuit Court of Appeals is considering similar issues in a Texas case that went in the airlines' favor.

### Scali loads up at Lotus

CAMBRIDGE, Mass.—Lotus Development Corp. moved its software ad account to Scali, McCabe, Sloves, New York, from Leonard Monahan Lubars & Partners, Providence, R.I. Scali is also pitching Lotus' direct-marketing assignment, now at Barry Blau & Partners, New York, sources said. The combined account is valued at $12 million; ad spending alone is projected at $5 million to $7 million.

### Taps for Bugle Boy shop

SIMI VALLEY, Calif.—Bugle Boy Industries last week split with Rubin Postaer & Associates, Los Angeles,

*(Continued on Page 8)*

## INSIDE

**What's hot for Christmas** ..... P. 4
A variety of items share the attention of holiday shoppers this season.

**Fur flies** ..... P. 42
The fur industry takes on animal rights activists in new print ads.

**Unpaid counts** ..... P. 44
The Audit Bureau moves toward monitoring unpaid magazine circulation.

# McCaffrey discusses buyout from Saatchi

**By Jon Lafayette and Laurel Wentz**

Saatchi & Saatchi Co., caught in a tightening financial vise, has agreed to discuss a management buyout of McCaffrey & McCall.

The negotiations come as London-based Saatchi is considering cutting its stock dividend and might be forced to take a sharp loss on one of its consulting investments.

Saatchi had been shopping McCaffrey & McCall, a $303 million New York agency, for months. Saatchi executives had refused to talk to McCaffrey management while seeking an outside buyer willing to pay the steep $30 million-to-$40 million price for the shop.

But "circumstances have changed," a source close to the deal said. "Discussions are going on."

McCaffrey Chairman Robert Cherins, who would lead the management group, last week would neither confirm nor deny that a buyout is being discussed.

Only weeks ago, Mr. Cherins said he knew nothing of any efforts to buy the agency.

Although no price has been agreed to, the management group has already contacted banks to borrow money, sources said, and some clients have been briefed on the discussions.

McCaffrey's biggest client, Mercedes-Benz of North America, declined to discuss the agency's plans, saying it doesn't comment on speculation.

The roots of Saatchi's apparent change of heart lie in the company's overall financial predicament.

"One might assess the financial health of the company as the issue," one source familiar with negotiations said. "One might assess the realization that they were not going to sell the consulting division companies as quickly or for as high a price as they had thought. It could be that the new ceo [Robert Louis-Dreyfus] is al-

*(Continued on Page 45)*

# Isuzu shop gains—really

**By Cleveland Horton**

Joe Isuzu will turn up the volume next year.

American Isuzu Motors on Jan. 1 will pull its regional ad budget into its national agency, Della Femina, McNamee WCRS, Los Angeles, creating an almost $100 million account.

The Japanese importer's regional advertising will top $20 million in 1990, said Fritz Kern, Isuzu VP-assistant general manager-marketing and planning.

Nationally, Isuzu will boost its ad budget about 15% to almost $80 million.

The move effectively eliminates the 67 independent Isuzu dealer regional associations. Their efforts will be assumed by seven regional Isuzu marketing managers.

In the past, regional advertising was jointly funded with the associations; now, Isuzu will pick up the entire bill.

For the 1991 model year, Isuzu is preparing a two-prong strategy to build image and product knowledge on the national level while concentrating on promotional, or tactical, efforts regionally.

Although fictional spokesman Joe Isuzu has helped the company gain overall awareness, "our research shows that consumers don't know as much about our products as they should," Mr. Kern said. He added that the character's future with the company's advertising is assured.

Although somewhat of a coup for Della Femina, the regional billings aren't all incremental for the agency. Currently, it handles about half of the dealer associations, including most of the biggest ad spenders.

The importer is following a precedent established by several other auto marketers, including Nissan Motor Corp. USA, which last year consolidated all regional marketing at its national agency, Chiat/Day/Mojo, Venice, Calif. □

# Energizer bunny beats on

**By Julie Liesse Erickson**

Eveready's drumbeating pink bunny is advertising's hottest star, and agency Chiat/Day/Mojo is working on new ways to make the bunny a ubiquitous symbol of longer-lasting batteries.

Sources said new executions of Eveready Battery Co.'s Energizer bunny campaign could start as early as next month. Eveready broke its set of much-discussed TV spots—in which the bunny interrupts parody commercials—in October.

"There are an infinite amount of commercials that we could parody, dozens of things that the bunny could interrupt," said Tony Wright, VP-management supervisor at Chiat's Venice, Calif., office. "One of the key elements is surprise. Once consumers have seen these three commercials, we need to move onto something else."

In the first set, the bunny interrupts sinus remedy, coffee and wine commercials.

Bob Wolf, president of the office, said: "We would love to have the campaign so well-received that someday we could have the bunny appear on the 'Today' show or the 'Tonight Show' and have him walk across Bryant Gumbel's or Johnny Carson's desk, and we wouldn't have to explain it. That would be the ultimate."

The ultimate happened earlier than Mr. Wolf had planned when an imposter bunny made an appearance on the Nov. 16 "Late Night With David Letterman" show.

On the show, band leader Paul Shaffer alerted Mr. Letterman, "Hey! It's that cute Energizer bunny!" while a mock pink bunny —complete with Energizer logo— walked on the set.

But viewers knew it wasn't a commercial when Mr. Letterman knocked off the bunny's head with a baseball bat—and the bunny's body continued to writhe on stage.

The agency said Friday it had nothing to do with the Letterman stunt.

An Eveready spokeswoman said the company "was delighted" with the publicity. "All I can say is that the bunny keeps going and going . . . and we don't even always know where he's going to be next."

The bunny is being put to work officially outside TV, too. Sources said Eveready sees "tremendous" consumer interest in bunny promotions.

In a Nov. 12 free standing insert, Eveready launched a promotion offering a stuffed bunny for $14.95 with the purchase of Energizer batteries.

"You'll see a lot of merch- ..lising, promotions and point-of-sale materials with the bunny," the Eveready spokeswoman said. "He's hip; he's cool; he's a personality that people enjoy."

The Energizer bunny is leading the charge in all-purpose alkaline batteries, and Eveready has more than its estimated $25-million-to-$30-million ad budget riding on it.

Eveready and parent Ralston Purina Co. are using the Energizer to go head-to-head with Duracell, after two years of trying to segment the $3 billion market.

Industry observers generally believe Duracell has the upper hand in the market; it leads the alkaline battery segment with a 39.9% share, compared with Energizer at 36.1%, according to Nielsen Marketing Research Group figures for the July/August reporting period. □

*Cleveland Horton in Los Angeles contributed to this story.*

MARKET PROFILE: PORTLAND
**Special Advertising Supplement starts after Page 24**

# IN THIS ISSUE


**Losing game:** Fisher-Price faces tough times as its sales decline. ..... 12

**Mail matters:** Magazines and newspapers duel with the U.S. Postal Service over second-class mail insertion rules. ..... 14

**Pumped up:** Reebok launches new technology and increased marketing efforts in 1990. ..... 35

**Show time:** Fast-food marketers tie into two of this year's major animated films. ..... 39

**Sweet success?** The Limited prepares to introduce beauty-product lines in its specialty store divisions next year. ..... 40

**VIEWPOINT**

Considerations ..... 16
Editorials ..... 16
Forum ..... 18
Letters ..... 20
Brady's Bunch ..... 22
James Brady ..... 24
The Next Trend ..... 24
Joe Winski ..... 24

Global Gallery ..... 25
A TV spot for the EPA promotes the testing of homes for radon. TBWA, New York, recruited director George Lucas' Industrial Light & Magic to handle special effects.

**SALES PROMOTION NEWS**

**Class promotions:** Marketers target college and high school students with festivals and dances. ..... 28

**PEOPLE**

PeopleWorks ..... 30
People Moving ..... 30
Photo Review ..... 32

**MEDIA**

Consumer Linage ..... 34

Miller Brewing puts the animals back in their cages and keeps the yuppies out of range in the new Lowenbrau Light campaign, which focuses on the strength of its German heritage.

U.S. NewsWatch ..... 10
Corrections & Clarifications ..... 20
Classified ..... 37
For the Record ..... 41
Index to Advertisers 46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# CONSUMER MAGAZINE AD LINAGE

| | October 1989 | October 1988 | Year-to-date 1989 | Year-to-date 1988 |
|---|---|---|---|---|
| **■ Auto/cycle/rec. vehicles** | | | | |
| AutoWeek (52X) | 157.6 | 186.6 | 1,581.4 | 1 654.2 |
| Car & Driver | 111.4 | 82.3 | 1,085.2 | 1,007.0 |
| Car Collector & Car Classics | 15.3 | 22.3 | 168.3 | 170.1 |
| Car Craft | 91.4 | 74.3 | 782.4 | 833.1 |
| Circle Track | 76.6 | 72.7 | 854.8 | 808.2 |
| Cycle | 35.1 | 27.0 | 408.9 | 425.3 |
| Cycle World | 42.4 | 37.8 | 418.2 | 470.3 |
| Dirt Rider | 32.2 | 28.4 | 320.2 | 371.6 |
| Dune Buggies & Hot Rods | 69.1 | 70.0 | 689.0 | 740.5 |
| Family Motor Coaching | 167.5 | 187.1 | 1,822.4 | 1,749.1 |
| 4 Wheel & Off-Road | 93.1 | 96.1 | 830.6 | 891.5 |
| Four Wheeler | 78.5 | 84.0 | 828.4 | 894.0 |
| Hot Rod | 93.3 | 69.5 | 899.9 | 877.1 |
| Motorcyclist | 30.3 | 21.7 | 411.3 | 426.6 |
| Motor Trend | 83.1 | 62.9 | 825.0 | 772.6 |
| Motorhome | 101.3 | 101.7 | 931.8 | 933.1 |
| Rider | 23.6 | 39.5 | 337.4 | 397.5 |
| Road & Track | 90.6 | 104.8 | 1,057.4 | 1,031.0 |
| Trailblazer | 42.0 | 48.0 | 555.0 | 568.2 |
| Trailer Life | 88.0 | 103.5 | 923.3 | 983.4 |
| **Total Group** | **1,522.4** | **1,520.2** | **15,730.8** | **16,004.4** |
| **% change** | **0.1%** | | **-1.7%** | |
| **■ Boating & yachting** | | | | |
| Boating | 136.0 | 165.3 | 1,486.9 | 1,600.7 |
| Chesapeake Bay | 64.3 | 77.0 | 532.1 | 526.4 |
| Cruising World | 247.5 | 261.8 | 1,220.5 | 1,260.8 |
| Lakeland Boating (11X) | 63.0 | 70.0 | 873.8 | 809.9 |
| Motor Boating & Sailing | 99.9 | 140.6 | 1,403.6 | 1,556.6 |
| Sail | 117.0 | 121.0 | 1,146.6 | 1,103.9 |
| Trailer Boats (11X) | 35.7 | 42.1 | 660.9 | 628.4 |
| Western Boatman (6X) | — | — | 227.1 | 258.3 |
| Yachting | 158.8 | 145.5 | 1,394.8 | 1,450.5 |
| **Total Group** | **922.3** | **1,023.3** | **8,946.4** | **9,195.5** |
| **% change** | **-9.9%** | | **-2.7%** | |
| **■ Civic/fraternal** | | | | |
| Elk (10X) | 21.3 | 17.4 | 139.4 | 155.2 |
| Kiwanis | 17.8 | 21.3 | 150.3 | 140.3 |
| Lion (10X) | 7.5 | 7.1 | 60.6 | 58.1 |
| Rotarian | 18.7 | 37.7 | 127.3 | 189.8 |
| V.F.W. (11X) | 33.5 | 34.0 | 262.8 | 262.4 |
| **Total Group** | **98.8** | **117.5** | **740.4** | **805.8** |
| **% change** | **-15.9%** | | **-8.1%** | |
| **■ General** | | | | |
| American Health (10X) | 57.5 | 47.8 | 617.0 | 542.5 |
| American Heritage (8X) | — | — | 276.4 | 229.8 |
| American Legion | 37.0 | 41.7 | 323.4 | 363.9 |
| American West (6X) | 24.0 | 33.5 | 149.8 | 162.0 |
| Art & Antiques (10X) | 104.6 | 95.5 | 620.5 | 605.3 |
| ARTnews (10X) | 155.8 | 116.9 | 958.3 | 921.1 |
| The Atlantic A. | 50.6 | 36.6 | 420.6 | 360.9 |
| Bon Appetit A. | 100.3 | 107.2 | 790.6 | 795.0 |
| Cable Guide | 54.4 | 40.8 | 374.3 | 317.6 |
| Changing Times | 57.5 | 74.0 | 507.5 | 550.5 |
| Conde Nast's Traveler | 118.7 | 66.7 | 752.8 | 495.4 |
| Connoisseur | 116.7 | 133.6 | 749.2 | 820.8 |
| Consumers Digest (6X) | — | — | 114.9 | 114.0 |
| Ebony | 79.0 | 92.7 | 953.0 | 984.0 |
| European Travel & Life | 74.0 | 46.0 | 423.0 | 339.1 |
| Food & Wine | 64.6 | 72.0 | 588.4 | 513.8 |
| Games (6X) | — | — | 56.2 | 36.4 |
| Golden Years (6X) | — | 23.9 | 220.0 | 391.6 |
| Gourmet | 154.3 | 135.4 | 975.2 | 980.7 |
| Harper's Magazine A. | 32.5 | 34.7 | 302.1 | 320.9 |
| Harrowsmith (6X) | — | — | 294.5 | 271.0 |
| Islands (6X) | 59.5 | 46.0 | 307.2 | 225.3 |
| Let's Live | 58.0 | 49.0 | 476.0 | 487.0 |
| Life | 55.2 | 64.8 | 595.1 | 542.7 |
| Modern Maturity (6X) | 47.0 | 45.8 | 201.2 | 182.4 |
| Money | 130.0 | 183.7 | 1,001.5 | 1,144.2 |
| Mother Earth News | — | — | 392.0 | 369.5 |
| National Geographic | 36.5 | 21.5 | 218.7 | 218.1 |
| National Geographic Traveler (6X) | — | — | 155.5 | 118.7 |
| Natural History | 51.1 | 51.5 | 402.7 | 376.2 |
| New Choices | 41.5 | 38.8 | 349.9 | 314.2 |
| Prevention | 44.0 | 49.0 | 510.0 | 548.1 |
| Psychology Today | 29.8 | 33.0 | 288.5 | 252.3 |
| Reader's Digest A. | 127.7 | 94.6 | 918.6 | 980.4 |
| Saturday Evening Post (9X) | 39.6 | 33.1 | 305.3 | 281.7 |
| Smithsonian | 112.4 | 101.5 | 838.1 | 827.5 |
| Town & Country | 185.9 | 194.2 | 1,266.9 | 1,282.7 |
| Travel-Holiday | 51.5 | 40.0 | 416.2 | 356.5 |
| Travel & Leisure | 169.1 | 160.6 | 1,208.9 | 1,095.7 |
| Travelhost | 1,281.0 | 1,226.0 | 12,833.0 | 12,339.0 |
| Vanity Fair | 164.9 | 119.4 | 1,131.9 | 907.0 |
| Yankee | 89.9 | 104.3 | 625.4 | 751.1 |
| **Total Group** | **4,253.5** | **4,090.5** | **36,390.8** | **35,328.0** |
| **% change** | **4.0%** | | **3.0%** | |
| **■ Home** | | | | |
| Americana (6X) | 17.8 | 17.0 | 91.4 | 79.9 |
| Architectural Digest A. | 234.5 | 223.6 | 1,487.4 | 1,454.8 |
| Better Homes & Gardens | 128.5 | 153.3 | 1,141.8 | 1,270.7 |
| Colonial Homes (6X) | — | — | 295.9 | 304.2 |
| Columbus Monthly-Homes (4X) | 37.6 | 35.6 | 134.1 | 150.5 |
| Cooking Light | — | — | 257.4 | 183.8 |
| Country Home (6X) | 44.0 | 84.8 | 354.9 | 281.7 |
| Country Living | 97.1 | 125.4 | 911.4 | 913.3 |
| Family Handyman (10X) A. | 50.4 | 62.4 | 413.6 | 427.2 |
| Florida Home & Garden | 67.1 | 90.6 | 809.6 | 718.2 |
| Flower & Garden (6X) | 22.1 | 36.0 | 188.5 | 214.9 |
| Home | 73.9 | 87.7 | 601.9 | 634.1 |
| Home Mechanix | 60.2 | 79.9 | 516.9 | 526.3 |
| The Homeowner (10X) | 33.0 | 32.7 | 288.3 | 284.0 |
| Horticulture | 35.7 | 35.7 | 377.5 | 376.9 |
| House Beautiful | 88.3 | 109.2 | 672.4 | 714.0 |
| House & Garden | 149.9 | 121.5 | 804.9 | 913.1 |
| Metropolis | 102.3 | 104.1 | 608.1 | 557.1 |
| Metropolitan Home | 121.2 | 109.6 | 1,003.0 | 852.8 |
| Midwest Living | 58.8 | 69.6 | 383.7 | 327.0 |
| 1,001 Home Ideas | 69.6 | 69.2 | 594.7 | 573.1 |
| Organic Gardening (11X) | 27.2 | 36.7 | 361.5 | 443.2 |
| Phoenix Home/Garden | 68.0 | 75.8 | 726.8 | 713.5 |
| Practical Homeowner (9X) | 44.8 | 34.1 | 273.2 | 335.9 |
| San Diego Home/Garden | 74.3 | 63.8 | 724.9 | 706.6 |
| Southern Accents (6X) | — | — | 561.9 | 573.6 |
| Southern Living | 124.2 | 127.4 | 1,140.4 | 1,208.5 |
| Sunset Magazine A. | 126.7 | 139.1 | 1,167.0 | 1,228.8 |
| Workbench (6X) | 47.3 | 38.9 | 230.6 | 192.6 |
| **Total Group** | **2,006.4** | **2,165.5** | **17,123.5** | **17,160.1** |
| **% change** | **-7.3%** | | **-0.2%** | |
| **■ In-flight & other passenger** | | | | |
| Aboard Group (6X) | — | — | 193.8 | 176.2 |
| Alaska Airlines | 61.9 | 57.4 | 636.3 | 555.4 |
| America West Airlines | 82.3 | 72.5 | 686.3 | 622.0 |
| American Way (24X) | 224.3 | 217.3 | 1,544.6 | 1,455.6 |
| East/West Network: Continental Profiles | 58.9 | 61.6 | 578.0 | 496.3 |
| Eastern Review | 40.0 | 70.8 | 422.6 | 656.9 |
| Northwest | 66.9 | 39.5 | 507.4 | 397.9 |
| Pan Am Clipper | 59.9 | 52.6 | 538.4 | 442.1 |
| Southwest Spirit | 64.1 | 79.9 | 636.4 | 625.2 |
| TWA Ambassador | 50.6 | 53.9 | 506.0 | 453.6 |
| Vis 'A Vis | 99.3 | 94.1 | 866.7 | 629.9 |
| Halsey Publication: Delta Sky | 101.3 | 94.5 | 809.4 | 809.2 |
| Pace Communications: Braniff Magazine | 21.5 | — | 337.3 | — |
| US Air Magazine | 77.7 | 62.0 | 600.7 | 605.4 |
| Spirit of Aloha | 26.6 | 22.5 | 241.3 | 205.0 |
| **Total Group** | **1,035.3** | **978.6** | **9,105.2** | **8,140.6** |
| **% change** | **5.8%** | | **11.8%** | |
| **■ Men's** | | | | |
| Esquire A. | 166.0 | 139.8 | 1,131.3 | 979.4 |
| Firehouse Magazine | 63.3 | 66.3 | 423.8 | 460.9 |
| Gentlemen's Quarterly A. | 237.4 | 241.8 | 1,813.2 | 1,728.4 |
| M Magazine | 100.7 | 122.0 | 728.7 | 784.0 |
| Penthouse A. | 43.9 | 38.1 | 508.6 | 428.2 |
| Playboy A. | 54.4 | 58.7 | 595.9 | 534.9 |
| Salute (10X) | 40.0 | 27.9 | 270.5 | 233.2 |
| **Total Group** | **705.6** | **694.6** | **5,472.1** | **5,149.1** |
| **% change** | **1.6%** | | **6.3%** | |
| **■ Metropolitan** | | | | |
| Aloha (6X) | — | — | 223.0 | 145.3 |
| Atlanta | 78.5 | 83.0 | 615.9 | 699.2 |
| Baltimore | 73.3 | 72.9 | 661.7 | 678.7 |
| Boston | 132.9 | 191.4 | 1,359.0 | 1,560.7 |
| California | 102.9 | 121.6 | 624.5 | 652.6 |
| Chicago | 189.5 | 172.4 | 1,134.1 | 1,116.5 |
| Chicago's North Shore | 92.9 | 101.1 | 959.5 | 908.1 |
| Cincinnati | 94.2 | 80.7 | 502.4 | 492.9 |
| Cleveland | 67.6 | 60.2 | 544.7 | 579.8 |
| Columbus Monthly | 106.6 | 88.0 | 736.9 | 716.1 |
| Connecticut | 124.2 | 139.8 | 999.9 | 1,038.4 |
| D/Magazine | 84.8 | 79.1 | 689.6 | 798.4 |
| Detroit Monthly | 84.1 | 95.1 | 591.3 | 839.9 |
| Grand Rapids | 44.0 | 45.8 | 398.8 | 394.3 |
| Honolulu | 50.1 | 52.1 | 525.9 | 572.0 |
| Houston Metropolitan Magazine | 86.5 | 58.3 | 618.9 | 576.7 |
| Los Angeles | 164.6 | 167.7 | 1,483.4 | 1,484.8 |
| Louisiana Life (6X) | — | — | 164.5 | 172.9 |
| Madison | 42.0 | 40.0 | 398.0 | 316.7 |
| Memphis | 58.5 | 82.3 | 756.3 | 824.3 |
| Mid Atlantic Country | 43.5 | 40.3 | 426.8 | 365.7 |
| Milwaukee | 59.7 | 65.0 | 542.0 | 553.9 |
| Minneapolis/St. Paul | 101.6 | 116.1 | 1,071.4 | 1,015.1 |
| Minnesota Monthly Magazine | 61.4 | 43.4 | 524.6 | 404.3 |
| Nashville | 60.0 | 34.0 | 568.0 | 432.0 |
| New England Monthly | 56.0 | 62.5 | 457.6 | 472.4 |
| New Jersey Monthly | 116.1 | 136.3 | 941.8 | 1,032.8 |
| Ohio | 71.3 | 72.9 | 540.7 | 570.4 |
| Orlando | 96.3 | 86.7 | 986.3 | 865.8 |
| Pacific Northwest | 51.4 | 61.1 | 484.1 | 509.3 |
| Palm Beach Life | 63.4 | 92.9 | 652.5 | 609.4 |
| Palm Springs Life | 97.7 | 109.9 | 1,253.3 | 1,126.8 |
| Philadelphia | 159.1 | 177.3 | 1,357.5 | 1,503.3 |
| Phoenix | 26.3 | 54.1 | 411.3 | 501.2 |
| Pittsburgh | 69.7 | 63.3 | 657.6 | 689.1 |
| Rhode Island Monthly | 68.6 | 58.8 | 571.3 | 275.3 |
| Sacramento Magazine | 59.0 | 76.0 | 500.5 | 622.0 |
| St. Louis | 52.9 | 37.7 | 466.5 | 413.9 |
| San Diego | 122.3 | 187.2 | 1,307.4 | 1,507.2 |
| San Francisco Focus | 135.4 | 149.8 | 1,042.3 | 975.8 |
| Sarasota | 94.0 | 98.0 | 403.0 | 618.0 |
| South Florida Magazine | 71.1 | 81.9 | 1,001.5 | 909.7 |
| Texas Monthly | 110.6 | 183.1 | 964.6 | 979.5 |
| The Virginian (6X) | — | — | 298.7 | 305.8 |
| Washington (7X) | — | — | 349.8 | 355.7 |
| The Washingtonian | 177.8 | 194.3 | 1,580.0 | 1,523.7 |
| **Total Group** | **3,704.4** | **4,014.1** | **33,349.3** | **33,706.4** |
| **% change** | **-7.7%** | | **-1.1%** | |
| **■ Music/entertainment** | | | | |
| Audio | 340.3 | 302.5 | 1,141.9 | 1,034.7 |
| Dance Magazine | 48.1 | 49.0 | 524.6 | 527.7 |
| Playbill | 58.8 | 65.2 | 485.5 | 510.7 |
| Video Magazine | 74.0 | 67.0 | 642.0 | 630.0 |
| **Total Group** | **521.1** | **483.7** | **2,794.0** | **2,703.1** |
| **% change** | **7.7%** | | **3.4%** | |
| **■ Outdoor & sport** | | | | |
| Alaska | 38.3 | 39.7 | 380.0 | 356.0 |
| The American Handgunner (6X) | — | — | 274.0 | 263.0 |
| American Hunter | 52.9 | 38.9 | 243.0 | 256.5 |
| American Rifleman | 38.7 | 40.6 | 249.2 | 268.3 |
| Backpacker (6X) | — | 29.7 | 162.7 | 145.2 |
| Bass Master (10X) A. | — | — | 626.4 | 626.9 |
| Bicycling (9X) | 73.9 | 70.2 | 1,014.0 | 1,025.2 |
| Cross Country Skier | 38.2 | 37.9 | 125.6 | 135.4 |
| Ducks Unlimited (6X) | — | — | 150.6 | 152.8 |
| Field & Stream | 82.9 | 77.8 | 781.9 | 852.8 |
| Fishing World (6X) | — | — | 179.7 | 185.2 |
| Florida Sportsman | 87.0 | 103.7 | 1,232.8 | 1,254.2 |
| Golf Digest | 84.2 | 75.6 | 1,216.2 | 1,070.6 |
| Golf Illustrated | 47.3 | 42.3 | 484.0 | 310.2 |
| Golf Magazine | 74.3 | 62.3 | 1,027.4 | 920.9 |
| Guns | 42.0 | 53.0 | 385.0 | 349.0 |
| Guns & Ammo | 73.1 | 87.6 | 451.4 | 524.1 |
| In-Fisherman (7X) | 21.9 | 23.5 | 432.1 | 372.3 |
| Outdoor Life | 71.4 | 86.8 | 798.5 | 782.0 |
| Petersen's Hunting | 74.2 | 98.7 | 476.5 | 536.8 |
| Runner's World (12X) | 41.7 | 45.6 | 384.9 | 355.2 |
| Salt Water Sportsman | 80.4 | 101.2 | 1,169.8 | 1,178.2 |
| Shooting Times | 44.9 | 54.9 | 338.6 | 372.2 |
| Sierra (6X) | — | — | 230.3 | 209.2 |
| Ski (8X) A. | 167.8 | 178.0 | 692.1 | 633.8 |
| Skiing (7X) A. | 156.0 | 151.1 | 569.9 | 582.1 |
| Skin Diver | 98.3 | 102.8 | 1,147.4 | 1,151.8 |
| Southern Outdoors (9X) | 48.8 | 53.6 | 435.2 | 513.9 |
| Southern Saltwater (8X) | — | — | 380.7 | 264.7 |
| Sport Magazine | 51.2 | 37.5 | 360.4 | 364.3 |
| Sports Afield | 74.2 | 60.4 | 636.0 | 736.9 |
| Surfing | 83.0 | 73.5 | 698.9 | 645.5 |
| Tennis | 42.8 | 39.5 | 670.6 | 805.5 |
| Waterski (9X) | — | — | 608.4 | 553.4 |
| Western Outdoors (10X) | 31.0 | 41.0 | 330.9 | 378.9 |
| WindRider (8X) | — | — | 349.6 | 358.7 |
| World Tennis | 30.5 | 28.9 | 483.5 | 573.1 |
| **Total Group** | **1,851.0** | **1,936.1** | **20,178.1** | **20,064.9** |
| **% change** | **-4.4%** | | **0.6%** | |
| **■ Photography** | | | | |
| American Photographer | 30.2 | 28.0 | 308.8 | 303.2 |
| Petersen's Photographic | 23.4 | 31.9 | 258.5 | 264.2 |
| Popular Photography | 99.1 | 82.0 | 856.4 | 787.9 |
| **Total Group** | **152.7** | **141.9** | **1,423.6** | **1,355.2** |
| **% change** | **7.6%** | | **5.0%** | |
| **■ Science/electronic/mech** | | | | |
| Discover | 40.5 | 36.7 | 394.1 | 340.2 |
| Home Office Computing | 51.3 | 55.2 | 436.1 | 419.2 |
| Omni | 79.9 | 124.8 | 581.8 | 643.1 |
| Popular Mechanics | 99.0 | 77.3 | 776.9 | 775.9 |
| Popular Science | 59.1 | 78.5 | 810.1 | 670.2 |
| Scientific American | 38.7 | 31.0 | 412.2 | 382.4 |
| Spectrum | 69.7 | 146.8 | 580.1 | 656.7 |
| **Total Group** | **438.2** | **550.2** | **3,991.2** | **3,887.6** |
| **% change** | **-20.4%** | | **2.7%** | |
| **■ Woman/fashion/service** | | | | |
| Beauty Digest (6X) | 20.0 | 32.5 | 120.3 | 91.8 |
| Bride's Magazine (6X) A. | 450.6 | 350.5 | 2,832.5 | 2,420.5 |
| Cosmopolitan A. | 221.0 | 228.5 | 1,945.1 | 1,979.1 |
| Elle Magazine | 262.4 | 227.0 | 1,859.4 | 1,817.1 |
| Essence | 75.9 | 92.9 | 733.4 | 779.8 |
| Family Circle (17X) A. | 170.9 | 144.4 | 1,620.9 | 1,443.8 |
| Glamour | 184.5 | 169.6 | 1,658.3 | 1,728.0 |
| Good Housekeeping A. | 166.1 | 163.6 | 1,319.6 | 1,270.4 |
| Harper's Bazaar | 146.4 | 139.2 | 1,219.1 | 1,182.7 |
| Health | 41.8 | 42.1 | 329.2 | 368.9 |
| Imagen | 132.8 | 145.0 | 891.5 | 804.3 |
| Ladies' Home Journal | 140.6 | 123.1 | 1,266.8 | 1,060.9 |
| Mademoiselle | 141.1 | 172.1 | 1,377.0 | 1,508.4 |
| McCall's | 111.8 | 112.3 | 927.7 | 797.8 |
| Military Lifestyle (10X) | 54.4 | 60.7 | 472.4 | 452.1 |
| Modern Bride (6X) | 300.2 | 262.6 | 2,159.8 | 1,906.9 |
| Ms. | 30.5 | 40.8 | 313.4 | 312.1 |
| New Woman | 84.8 | 98.5 | 837.8 | 845.6 |
| Parents Magazine A. | 149.1 | 144.8 | 1,186.9 | 1,080.1 |
| Redbook | 124.2 | 112.4 | 967.7 | 995.0 |
| Savvy | 56.0 | 63.7 | 467.0 | 440.9 |
| Self | 119.8 | 122.0 | 1,093.3 | 1,028.8 |
| Seventeen | 95.2 | 93.4 | 1,173.8 | 1,237.6 |
| Soap Opera Digest (26X) | 61.1 | 28.2 | 403.3 | 237.6 |
| Soap Opera Update | 16.5 | 9.0 | 103.3 | 96.5 |
| Teen Magazine | 52.1 | 47.6 | 496.0 | 555.0 |
| True Story A. | 68.3 | 57.8 | 560.2 | 486.4 |
| Vogue | 328.7 | 352.0 | 2,752.1 | 2,740.9 |
| W Magazine | 232.6 | 220.1 | 1,325.1 | 1,248.6 |
| Weight Watchers | 39.3 | 37.6 | 346.0 | 333.4 |
| Woman (10X) | 35.3 | 43.7 | 291.6 | 344.5 |
| Woman's Day (15X) A. | 275.6 | 254.2 | 1,465.4 | 1,347.3 |
| Workbasket | 23.5 | 28.9 | 214.3 | 227.8 |
| Working Mother | 74.4 | 89.1 | 715.5 | 729.8 |
| Working Woman | 109.0 | 108.6 | 942.2 | 953.4 |
| **Total Group** | **4,596.6** | **4,418.1** | **36,387.5** | **34,872.9** |
| **% change** | **4.0%** | | **4.3%** | |
| **■ Youth** | | | | |
| Boys' Life | 18.1 | 16.5 | 188.9 | 164.2 |
| Campus Life (10X) | 106.7 | 83.8 | 397.2 | 369.5 |
| **Total Group** | **124.8** | **100.3** | **586.2** | **533.7** |
| **% change** | **24.4%** | | **9.8%** | |
| **■ Business/national** | | | | |
| Barron's | 226.6 | 220.0 | 1,532.9 | 1,823.2 |
| Black Enterprise | 87.7 | 80.7 | 812.7 | 775.5 |
| Business Month | 44.7 | 41.8 | 349.7 | 306.7 |
| Business Week (52X) A. | 829.1 | 696.8 | 3,927.5 | 3,667.2 |
| Entrepreneur | 124.7 | 115.5 | 1,487.1 | 1,058.6 |
| Financial World (26X) | 82.1 | 74.7 | 570.5 | 524.8 |
| Forbes (26X) | 790.4 | 582.6 | 3,162.4 | 2,753.4 |
| Fortune (26X) | 487.7 | 452.6 | 3,042.6 | 2,596.2 |
| Frequent Flyer | 67.3 | 54.1 | 431.6 | 469.8 |
| Inc. Magazine | 140.3 | 135.9 | 864.7 | 850.3 |
| Income Opportunities | 90.9 | 88.1 | 683.7 | 764.1 |
| Industry Week (23X) A. | 123.1 | 137.0 | 959.1 | 889.2 |
| Nation's Business (12X) A. | 52.9 | 42.7 | 377.6 | 357.5 |
| **Total Group** | **3,147.4** | **2,722.4** | **18,202.0** | **16,836.5** |
| **% change** | **15.6%** | | **8.1%** | |
| **■ Business/regional** | | | | |
| Advantage-Nashville's Bus. Mo. | 68.0 | 84.0 | 706.0 | 645.0 |
| Baltimore Bus. Jrnl. | 129.1 | 109.1 | 856.0 | 836.3 |
| Bus. First of Buffalo | 80.6 | 81.2 | 786.1 | 700.2 |
| Bus. Jrnl.-Milwaukee | 198.8 | 179.2 | 1,495.0 | 1,745.0 |
| Bus. Jrnl.-Sacramento | 100.8 | 99.2 | 848.4 | 846.8 |
| Bus. North Carolina | 38.2 | 33.7 | 421.0 | 371.3 |
| Caribbean Business | 117.4 | 164.0 | 1,254.6 | 1,111.9 |
| Corporate Report Minnesota | 66.0 | 68.4 | 664.0 | 727.4 |
| Crain's Chicago Bus. (52X) | 224.1 | 203.0 | 1,435.3 | 1,519.3 |
| Crain's Cleveland Bus. (52X) | 115.2 | 116.8 | 805.5 | 737.4 |
| Crain's Detroit Bus. (52X) | 124.9 | 111.8 | 821.2 | 800.6 |
| Crain's New York Bus. (52X) | 120.0 | 91.0 | 605.0 | 517.0 |
| Florida Trend (13X) | 58.6 | 84.1 | 530.0 | 614.0 |
| Georgia Trend | 62.0 | 51.2 | 483.1 | 564.9 |
| Grand Rapids Bus. Jrnl. | 62.9 | 58.4 | 465.5 | 526.8 |
| Hawaii Business | 52.3 | 50.0 | 523.1 | 490.2 |
| Houston Bus. Jrnl. (52X) | 91.1 | 108.8 | 787.0 | 664.0 |
| Indianapolis Business Journal (52X) | 224.5 | 224.7 | 1,655.7 | 1,568.7 |
| New England Bus. (12X) A. | 34.2 | 57.6 | 378.2 | 544.1 |
| New Orleans City Bus. | 47.8 | 40.6 | 432.1 | 473.7 |
| Pacific Bus. News (52X) | 137.2 | 125.2 | 1,048.3 | 1,072.5 |
| Philadelphia Bus. Journal | 185.3 | 199.6 | 1,478.0 | 1,502.7 |
| Pittsburgh Bus. Times (52X) | 146.1 | 103.6 | 250.6 | 251.3 |
| Providence Bus. News | 99.1 | 109.7 | 918.2 | 864.8 |
| Regardie's/Washington | 215.0 | 162.0 | 1,665.0 | 1,487.0 |
| Review Newspapers: Broward Review | 53.5 | 68.2 | 682.0 | 578.8 |
| Miami Review | 59.2 | 88.3 | 575.4 | 636.2 |
| Palm Beach Review | 57.3 | 95.2 | 617.9 | 560.3 |
| St. Louis Bus. Jrnl. (52X) | 110.3 | 137.1 | 1,019.0 | 1,146.5 |
| **Total Group** | **3,079.4** | **3,105.6** | **24,207.2** | **24,104.8** |
| **% change** | **-0.8%** | | **0.4%** | |
| **■ National Sunday mags** | | | | |
| Parade (52X) | 78.7 | 70.8 | 588.9 | 561.4 |
| USA Weekend (52X) | 67.7 | 54.1 | 519.0 | 472.5 |
| Vista Magazine (52X) | 32.2 | 31.3 | 205.9 | 183.2 |
| **Total Group** | **178.7** | **156.2** | **1,313.9** | **1,217.1** |
| **% change** | **14.4%** | | **8.0%** | |
| **■ Newspaper Sunday magazine** | | | | |
| Boston Globe | 372.4 | 330.6 | 2,094.8 | 2,085.6 |
| Chicago Tribune | 178.7 | 145.7 | 1,153.8 | 1,096.5 |
| Cleveland Plain Dealer | 90.4 | 85.2 | 663.5 | 655.3 |
| The Dallas Morning News | 84.3 | 82.1 | 642.9 | 768.1 |
| Detroit Free Press | 58.2 | 59.6 | 424.9 | 485.9 |
| L.A. Times | 88.4 | 130.2 | 732.2 | 747.9 |
| Louisville Courier-Journal | 42.0 | 52.0 | 317.0 | 382.0 |
| New York Times Magazine | 537.5 | 564.9 | 3,306.7 | 3,384.2 |
| Philadelphia Inquirer | 93.4 | 129.6 | 855.8 | 960.8 |
| Seattle Times | 124.0 | 254.0 | 719.0 | 859.0 |
| St. Louis Post Dispatch | 122.3 | 110.3 | 814.5 | 765.1 |
| Toledo Blade Magazine | 45.9 | 37.7 | 344.3 | 329.1 |
| Washington Post | 188.6 | 216.2 | 1,306.2 | 1,352.1 |
| **Total Group** | **2,026.1** | **2,198.1** | **13,375.6** | **13,871.6** |
| **% change** | **-7.8%** | | **-3.6%** | |
| **■ Weeklies/bi-weeklies** | | | | |
| The Advocate (26X) | 111.4 | 145.5 | 1,450.8 | 1,702.4 |
| Army Times Military Group: Air Force Times (52X) | 209.4 | 195.1 | 1,612.7 | 1,638.1 |
| Army Times (52X) | 213.2 | 189.8 | 1,562.3 | 1,567.0 |
| Navy Times (52X) | 231.9 | 214.9 | 1,778.0 | 1,789.0 |
| Capper's (26X) | 27.9 | 29.8 | 315.4 | 241.6 |
| Commonweal (22X) | 5.4 | 4.4 | 64.1 | 60.6 |
| Golf World (40X) | 59.1 | 48.2 | 1,101.2 | 956.1 |
| Grit (52X) A. | 52.0 | 40.0 | 357.0 | 292.0 |
| National Journal (50X) | 76.1 | 112.0 | 601.9 | 732.5 |
| National Review (25X) | 32.6 | 37.0 | 255.5 | 358.6 |
| New Republic (48X) | 55.2 | 64.6 | 409.3 | 416.5 |
| New Yorker | 300.5 | 256.8 | 1,778.7 | 1,738.2 |
| Newsweek (52X) A. | 336.5 | 281.5 | 1,956.7 | 1,955.4 |
| People (51X) | 328.5 | 378.4 | 2,995.1 | 2,880.2 |
| Rolling Stone (25X) | 158.4 | 166.4 | 1,551.2 | 1,469.1 |
| Sporting News (52X) | 66.5 | 65.3 | 518.2 | 508.3 |
| Sports Illustrated (52X) A. | 328.5 | 338.6 | 2,398.6 | 2,420.3 |
| Time (52X) A. | 338.9 | 292.6 | 2,194.2 | 1,980.9 |
| TV Guide (52X) A. | 246.0 | 442.5 | 2,659.5 | 2,798.7 |
| US Magazine (26X) | 91.7 | 69.7 | 625.3 | 525.7 |
| U.S. News & World Report (50X) A. | 273.0 | 199.3 | 1,612.6 | 1,462.9 |
| **Total Group** | **3,542.8** | **3,571.7** | **27,798.3** | **27,483.5** |
| **% change** | **-0.8%** | | **1.1%** | |

NOTES: (X) represents the number of times published each year; publications are monthly unless otherwise specified. A. Sectional linage included but prorated to circulation of regional editions. Ad Age makes no attempt to verify them and therefore is not responsible for inconsistencies or errors. Compiled by Kathy Welylu.